MMA Location Summit Keynote
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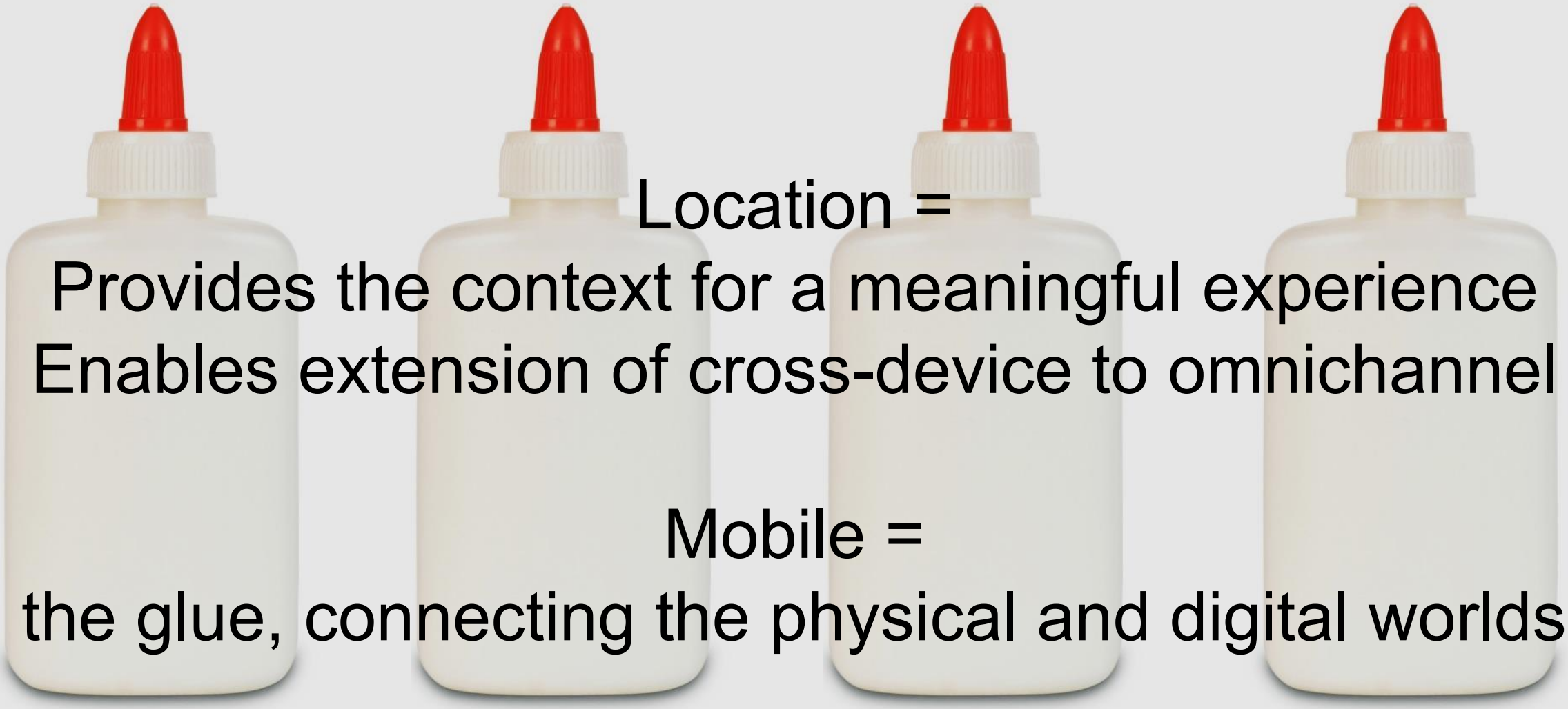
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DISCLAIMERS

Opinions provided are my own, and not necessarily those of Macy's

Citing specific vendor information/logos/examples ≠ endorsement

Why Location Matters



Location =
Provides the context for a meaningful experience
Enables extension of cross-device to omnichannel

Mobile =
the glue, connecting the physical and digital worlds



THIS IS VERY STRESSFUL

macy's

Mobile @ Macy's: Keeping it Simple(r)

SUPPLY	DEMAND	DATA/MEASUREMENT
Large Pubs & SSPs	DSPs	Audience & Location Targeting Foot Traffic Attribution Sales Lift






















Mobile @ Macy's: Aggregating Signals That Matter

Location data is helping us move from cross-device to omnichannel

DEVICES YOU USE
Handset make, device type & OS platform

CONTENT YOU CONSUME
Apps, app categories & other digital content

1st PARTY DATA
Client CRM and other 1st party marketing databases



WHERE YOU GO
Retail, work, home & other physical locations

WHAT YOU BUY
Purchases from loyalty programs & credit card transactions

PUBLIC DATA
Readily available data such as census, car registrations, etc.

Mobile @ Macy's: Some Examples

Macy's App	Macy's Web	Paid Media	SMS	Beacon	Social
Most Loyal Customers	Optimized for device	Location targeting	Promo Event Calendar	Push (Macy's app)	Publishing (Engagement/ Awareness)
App Push	Prioritize top mobile functions (store locator; coupons)	Audience targeting	SMS enroll CTAs across traditional media	Push (non-Macy's app, media networks)	DR/Retargeting
SDK Data		App Download		In-Store Analytics	Location-Based Targeting
Beacon Push		Non-Macy's App Beacon Push (media networks)			

Mobile @ Macy's: Some Challenges

- **Complicated Tech Stack**: choosing the right partners; integrating with in-house/existing tech…
- Aligning on **measurement methodologies**
- **Privacy compliance**: speed of the market vs. speed of the law – just because you can, doesn't mean you should
- **IoT/Connected Home**: adds additional complexity in already fractured market
- **Data Paralysis**



CASE STUDIES:
MACY'S WALK IN AND WIN

Walk In And Win: Macy's Black Friday

The Campaign: win part of one million dollars in gift codes and Macy's branded experiences over Thanksgiving/Black Friday weekend



The Goals:

- **Drive Traffic In-Store** for Black Friday
- **Drive Macy's App Downloads**
- **Get beacons installed across the entire fleet in 2 months with zero tech issues and activate a beacon-dependent marketing campaign on the biggest shopping day of the year (no biggie)**

Two Key Ways We Used Mobile to Market (more on this in a minute):

- Location-based mobile media targeting
- Beacon-triggered push

Location & Mobile Media: Walk In and Win

Objective: Take advantage of the huge influx in traffic around Macy's Herald Square during Thanksgiving Day Parade, in order to drive measured foot traffic to the store during our "Walk In And Win" Black Friday event.

Measurement: xAd's Location Verification technology was used to measure those exposed to an impression within proximity of Macy's Herald Square, and the subsequent foot traffic (Store Visitation).

ON-PREMISE

xAd's On-Premise Targeting served ads to users who were along the **Macy's Thanksgiving Day Parade Route** which drove brand awareness and kept Macy's top-of-mind

PROXIMITY TARGETING

xAd's Proximity Targeting surrounded Macy's Herald Square with the following radii to reach target consumers and drive in-store traffic:

- **0.5 mile**
- **1 mile**
- **3 mile**

STORE VISITATION

A Store Visitation (SV) study was included on all placements to measure campaign success and determine ROI through detailed, in-store metrics

DYNAMIC CREATIVE

Dynamic Ad creative was utilized to drive impact and increase engagement:

- **Dynamic Distance Overlay** that seamlessly changed based on the users location

Location & Mobile Media: Walk In and Win

So, what happened?

On-Premise targeting: drove highest engagement

Proximity targeting: drove highest reach (makes sense – ran the longest period of time)

Foot Traffic: we were able to track **incremental store visits** that were attributable to the campaign, using xAd Store Visitation data



Beacons Test: Walk In and Win

The Customer Experience:

- Customer downloaded the Macy's app to pre-register for Instant Win
- Customer came in-store over Black Friday weekend. Beacon-triggered push incites customer to play scratch-off Instant Win mobile game
- Customers who won received gift code via SMS & email.

The Challenge: explaining how to play in a customer-friendly way



Beacons Test: Walk In and Win

So, what happened?

WE GOT THE BEACONS IN….

(no issues!)

AND WE LEARNED ….

-simplicity/ease is key

-beacons still so new to customers

-message arbitration will be key

-explore scaling outside of Macy's app



THANKS FOR LISTENING!

QUESTIONS?